

**FOR IMMEDIATE RELEASE**  
**October 13<sup>th</sup>, 2005**

**FOR MORE INFORMATION**  
(Coalition Member Name and Number)



## **It's No TRICK! Quitting Smoking Will Be a TREAT for Your Body!**

*The effects of tobacco on your body can be FRIGHTFUL!*

**October 13, 2005** –What's spookier than blackened lungs, hardened arteries and yellow teeth and nails?

"Tobacco use does some really scary things to our bodies," notes **(insert coalition member name here)**. "It increases the risk of numerous kinds of cancer, heart disease and so many other diseases. That is why we are working to help people quit their nicotine addictions."

For tobacco users who are ready to quit, Kansas has a treat! It's the Kansas toll-Free Tobacco Quitline, **1-866-KAN-STOP**. This free resource provides trained experts to help you assess your tobacco use, give you information and advice and develop a treatment plan just for you.

Many of the scary effects of tobacco use will lessen when a smoker quits. According to the U.S. Centers for Disease Control and Prevention:

- **20 Minutes:** After your last cigarette, your heart rate drops.
- **12 hours After Quitting:** Carbon monoxide level in your blood drops to normal.
- **1 Year After Quitting:** Your added risk of coronary heart disease is half that of a smoker's.
- **5 Years After Quitting:** Your stroke risk is reduced to that of a nonsmoker's 5-15 years after quitting.
- **15 Years After Quitting:** Your risk of coronary heart disease is back to that of a nonsmoker's.

"Quitting smoking is a great way to improve your health; especially that of your heart and lungs," says **(insert coalition member name here)**. "Both heavy and light smokers will notice an immediate improvement in their health. A definite treat for them and their families."

(**insert coalition information here**) is a coalition based in (**insert community**) that is working to reduce tobacco use and its deadly effects. (**insert coalition information here**) has information on how you and your family can work to reduce tobacco use and help people who use tobacco quit.

The toll-free Kansas Tobacco Quitline, **1-866-KAN STOP** is a useful and effective tool for tobacco users who are ready to quit! Kansas Tobacco Quitline (**1-866-KAN-STOP**) is available 24 hours a day, 365 days a year. Experienced cessation counselors work with the caller to prepare for a quit date and help them make a personalized quit plan. The one-on-one telephone counseling sessions are scheduled at times convenient for the caller. Callers are encouraged to contact the Quitline as many times as possible to help them meet their goals.

For more information on quitting tobacco use, call **1-866-KAN-STOP**.



###